

Community Based Transportation Planning Grants

City of Santa Maria Downtown Specific (Design) Plan

- **Grant Recipient:** City of Santa Maria/Santa Maria Chamber of Commerce
- **County:** Santa Barbara

Project Area - State Route 135 (SR 135) and State Route 166 (SR 166), City of Santa Maria

Project Focus - Broadway (SR 135) and Main (SR 166) are typical California thoroughfares, and their intersections delineate the axis of the central business district. The two corridors have insufficient parking, few pedestrian amenities, and there is minimal landscaping. The result is that the areas have difficulty attracting first-rate commercial tenants and the level of business activity is not what it once was or could be. Many people perceive the project area to be unsafe and Broadway and Main are seen as only thoroughfares for pass-by traffic.

Project Goals - The Downtown Specific [Design] Plan (Plan) Project will formulate a vision and a blueprint for the central business district that incorporates the Ahwahnee/Livable Communities Principles, combining commercial, civic, cultural and recreational uses with a transit system providing connected routes to all destinations. The Plan will seek to bring peaceful coexistence to the central business district and the State highways. The goal is to make the central business district a place that is attractive and that

works from all points of view: Pedestrians; safety and activity; smooth traffic flow; economic vigor; heightened quality of life for all residents; and aesthetically inviting to visitors.

Community Outreach - Three workshops were held for the purpose of eliciting public participation for the Plan. The workshop attendees represented a good cross-section of Santa Maria's demographic profile, including participation from the Hispanic and Mixteco communities. The first workshop was used for participant to express their visions, concerns, and ideas for the Plan. The second workshop was focused on the Plan and Plan District Map and presenting the vision of what Santa Maria's Downtown could be. The final workshop was used for the presentation of the draft components of the Plan and to solicit feedback on topics such as land use, economic market analysis, mobility, and implementation.

Project Outcome - The product of the workshops was a set of urban design principles. These principles provide general direction for the Downtown vision and help to shape the contents of the Plan document. They also provide guidance for future planning and revitalization activities in Downtown Santa Maria.

Planning Goals Realized -

- Full participation of the community in downtown planning;
- Public support towards building a safe and healthy community;
- Better community understanding of walkability as a part of revitalization.